

## Prices

# Deflation at the Dinner Table

Growth of discount stores force prices downwards

Fan of fish and chips? Your takeaway is up £4 in just 20 years. Fancy a pizza? Well, the average price of those has followed a similar trend.

Need an alternative to 'Takeaway-Inflation'? Home-cooking is looking increasingly affordable with costs per serving of Spaghetti Bolognese or Roast Dinner increasing by only half.

Price-wars amongst supermarkets have disconnected ingredients from long-term trends, however, competition has not spread to the wholesale market in the same way.

2014 was the pivotal year after which average prices of ingredients levelled out or decreased. In the 4 years prior, discount chains, Aldi and Lidl, saw market share double, from a combined 4.4% in Feb 2011 to 11% in Dec 2014. As the supermarket competition continues and the cost base of takeaways continues to rise, the trend is set to continue.

## Britain's favourite meals: looking back 20 years

Source: ONS and Davies (2021)

